



October 12, 2017

Marlene H. Dortch, Esq.
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Re: Notice of Ex Parte Communication, MB Docket Nos. 14-50, 09-182, 16-306; GN Docket No. 16-142

Dear Ms. Dortch:

On October 10, Senator Gordon H. Smith and the undersigned, both of the National Association of Broadcasters (NAB), met with Commissioner Rosenworcel and her media policy advisor, Kate Black, to discuss the above-captioned proceedings.

NAB explained that authorizing voluntary use of the Next Generation TV transmission standard by broadcast television stations will foster robust innovation for the benefit of consumers. The public interest benefits that Next Gen TV offers range from enhancing public safety, to improving mobile reception of broadcast over-the-air signals, to stunning video and more immersive audio. The time is right for the Commission to approve an order permitting broadcasters to innovate, and Next Gen TV offers only upsides for consumers.

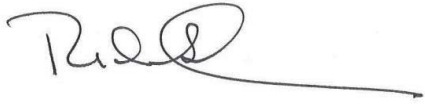
NAB also echoed previous filings that it is time to modernize the broadcast ownership rules.¹ The rules do not reflect today's marketplace, and they no longer further the public interest. The record is clear that they also have done little for diversity or competition. Broadcasters face competition from myriad sources and platforms, and the Commission's rules should reflect that reality.

Finally, NAB reported that broadcasters continue to work diligently to meet the auction repack deadlines, but broadcasters still need increased flexibility from the Commission in meeting the deadlines. Safety has always been, and must remain, a paramount concern

¹ See, e.g., Comments of the National Association of Broadcasters, MB Docket No. 14-50, et al. (Aug. 6, 2014); Comments of the National Association of Broadcasters, MB Docket No. 09-182 (July 12, 2010).

throughout the repack process. Consumers must also be fully educated on the upcoming changes and needed actions. Broadcasters continue to do all they can to ensure a smooth transition, and the Commission must as well.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Rick Kaplan', with a long horizontal flourish extending to the right.

Rick Kaplan
General Counsel and Executive Vice President
Legal and Regulatory Affairs
National Association of Broadcasters

Cc: Commissioner Rosenworcel, Kate Black